



NAGRA and Samsung launch TVkey Cloud Internet-based Smart TV security for premium pay-TV

- TVkey Cloud brings pay-TV services directly to Internet-connected Smart TVs without the need for any external device
- TVkey Cloud enables instant service activation via the TV screen using a customized operator user interface based on standard HbbTV middleware and builds on the TVkey foundation for Enhanced Content Protection

Cheseaux-sur-Lausanne, Switzerland, and Phoenix (AZ), USA – September 14, 2018

– NAGRA, a Kudelski Group (SIX:KUD.S) company and the world’s leading independent provider of content protection and multiscreen television solutions, with Samsung Electronics, the market leader in home entertainment for over ten years, today announced the launch of TVkey Cloud, the next generation Enhanced Content Protection for Smart TVs equipped with market-proven TVkey hardware based root of trust.

TVkey Cloud builds upon the existing [TVkey](#) specification deployed in the market today. While the TVkey system using external USB dongles is the reference for “one way” broadcast pay-TV solutions, the increased availability of Internet-connected Smart TVs opens up exciting new possibilities to combine the security capabilities of the TVkey embedded hardware in the TV with sophisticated security management systems in the cloud.

TVkey Cloud is open to a wide ecosystem of industry players, including conditional access vendors and TV manufacturers, and complies with MovieLabs requirements for Enhanced Content Protection of 4K Ultra HD, HDR, and early release content. Samsung will launch the first TVkey Cloud in its 2019 lineup of Smart TVs.

“With TVkey Cloud, we are enabling impulse purchase of pay-TV content on any Samsung Smart TV without requiring any additional hardware, lowering the subscription costs and removing entry barriers,” said Maurice Van Riek, SVP Content and Asset Security for NAGRA. “Consumers will be able to activate their pay-TV services instantly as part of the initial TV set-up, making it even easier than ever to access pay-TV services and enjoy their favorite programming on their new Samsung TV set. At the same time, it enables a no-CAPEX business model that gives service providers a cost-optimized path to a premium service.”

All new TVkey Cloud Smart TVs are fully compatible with TVkey USB dongles and will for the first time, allow consumers to immediately access premium broadcast content on their new Smart TV through a TV app with the ease of access as the established OTT service providers.

NAGRA’s IBC 2018 showcase will feature the complete line of NAGRA content value protection solutions and include the TVkey product line, NAGRA Anti-Piracy Services, and NexGuard watermarking, on stand, 1.C81, from September 14-18, 2018. For more information on NAGRA’s IBC presence, please visit dtv.nagra.com/ibc.

About NAGRA

NAGRA, a digital TV division of the Kudelski Group (SIX:KUD.S), provides security and multiscreen user experience solutions for the monetization of digital media. The company provides content providers and DTV operators worldwide with secure, open and integrated platforms and applications over broadcast, broadband and mobile platforms, enabling compelling and personalized viewing experiences. Please visit dtv.nagra.com for more information and follow us on Twitter at [@nagrakudelski](https://twitter.com/nagrakudelski).

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